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PATENT

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLN NUMBER 09/205,653	FILING DATE 03 DEC 1998	FIRST NAMED INVENTOR ELDERING	ATTY. DKT. NO. T703-00 (formerly 8887.3003)
TITLE CLIENT-SERVER BASED SUBSCRIBER CHARACTERIZATION SYSTEM			ART UNIT 2171 EXAMINER LE, U

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Assistant Commissioner for Patents  
Washington, DC 20231

AMENDMENT

This Amendment is in response to the Final Office Action mailed June 19, 2001, the due date for responding being September 19, 2001. Please amend the claims as follows and consider the following remarks.

In the Claims:

Please cancel claims 20-51 without prejudice or disclaimer to the subject matter contained therein. Please add claims 52-82 as follows.

52. A method for generating a subscriber profile, the method comprising:
- monitoring subscriber interactions with a television;
  - processing the subscriber interactions to generate viewing characteristics that identify viewing traits associated with the subscriber;
  - retrieving heuristic rules associated with the viewing characteristics, wherein the heuristic rules predict traits about the subscriber not related to the viewing characteristics; and

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